



Bouygues Telecom is one of the leading telecom operators in France, with 13 million mobile customers. Bouygues offers mobile and fixed line phone service and broadband data services for businesses.

Bouygues Telecom Reinvigorates Sales Team with LinkedIn Sales Navigator

Challenge:

Sales team had trouble reaching target customers through traditional prospecting methods, especially because people change jobs so frequently

Solution:

LinkedIn Sales Navigator provides up-to-date employment information and gives reps direct access to leads

Results:

- With Sales Navigator, sales reps can make prospect lists in a matter of minutes and immediately reach out to the list via InMail.
- TeamLink enables the sales team to get warm introductions to key players.
- Sales Navigator gives new life to the sales team by making it easier for them to do their job.



Bouygues Telecom is one of the leading telecom operators in France, with 13 million mobile customers. Bouygues offers mobile and fixed line phone service and broadband data services for businesses.

“TeamLink gives a whole new meaning to the saying ‘What a small world’! It is amazing how we are all connected in some way.”

-Marine Lucas, Sr. Social Media & Marketing Manager, Bouygues Telecom Enterprises